

Sixth Avenue 21st to 22d St. **ADAMS & CO.** Sixth Avenue 21st to 22d St.

1887 Our Growth 1897 in Ten Years.

We Have No Hesitation

In saying that the Commercial History of this great city has never shown an instance of greater progress than ours within the short period of a single decade. In illustration thereof we show two cuts representing the character of our growth. The smaller one on the left shows the size of the store occupied by us ten years ago—50 feet on 6th Avenue and 65 feet on 21st Street. The larger one on the right shows the present dimensions of our establishment, covering the entire block on 6th Avenue from 21st to 22d Street and extending on both streets about two hundred feet. When it is understood that this growth has been accomplished in ten years in the face of the keenest competition with the great houses in our line—many of whom have taken generations of painstaking labor to build—the accomplishment of the task can be appreciated and understood. Now, what are the causes of this development in so short a time? Without disparaging in any way (and there are no grounds for doing so), the very able and well managed efforts of our competitors, still, in justice to ourselves, we must say that in many ways we have surpassed them. Our success has shown that we have gauged the wants of the people of this town in our line with unerring instinct, and demonstrated that our method of keeping reliable goods only and selling them at a small margin of profit is the right one. Our system of paying cash for all our purchases exerts a powerful influence in securing for us the lowest prices. It is a daily occurrence for us to receive offers of reliable goods at 1-4, 1-3 and often as low as 1-2 below their real value on account of our ability to pay cash down for them. This explains in great measure why it is that we are always able to sell seasonable goods so much below prevailing prices, many instances of which will be found below.



THE NEW SILKS.

The newest novelties, the latest colorings, the staple, solid colors, and, in fact, everything else that goes to make the complete silk store, is here at less cost than elsewhere. These few items may help to mould your judgment.



- 27-inch Black Moire Velour, fine quality, in rich weaves and popular effects, real value \$1.00 a yard, at .59
- 27-inch Black All-Silk Satin Duchesse—heavy, rich quality, bright lustre, real value \$1.25 a yard, at .78
- Black All-Silk Brocades, Satin and Gros Grain grounds, in choice designs, bright, silky lustre and extra heavy quality, real value 75c a yard, at .50
- 22-inch Black All-Silk Peau de Soie, heavy quality and in a beautiful rich shade of black, imported to sell for \$1.00 a yard, at .69
- Black All-Silk Moire Antique Faconne, in stylish designs, very desirable and fashionable for separate skirts, real value \$1.25 a yard, at .79
- Black Silk Bengaline, heavy round cord, high lustre, a splendid quality and a rich material for entire dresses or separate skirts, a \$1.00 grade, at .69
- Fancy and Brocaded Taffeta Silks in the most beautiful and stylish colorings, in many special patterns, a most desirable material for a handsome waist, reduced to .49
- Changeable Taffeta Silks, extra heavy rustling quality, a strong, desirable silk fabric, for skirts, waists or rich linings, a 75c grade, at .59
- All-Silk Satin Brocades, evening tints, this season's most popular shades and designs, reduced to .59

COLORS DRESS GOODS.

Last season's Dress Goods selling fixed a standard so high that we almost despaired of ever again equalling it—yet, with the season barely opened, we have already surpassed it—and we lay the credit to the largest and best stock of dress goods we have ever carried. You will hardly believe the style and quality little money commands here, until you see for yourself.

- High Class Imported Novelty, all this season's extreme and exclusive styles and colorings; surpassing effects in the New Tinsel Novelties, woven in solid color, Armure grounds with iridescent thread threads shot through, a loom marvel in itself; also rich Silk and Wool Poplin Velours, Silk and Wool Brocade Novelties, with the silk background tinting through the surface; something both rich, new and novel; also numerous other creations and Natty effects, on which, commencing to-morrow, sweeping reductions will be in order; those that were 1.49 to 4.50 a yard will be down to .98, 1.25, 1.49 & 1.98 a yard
- 50-inch English Covert Cloths, of superior finish and make, in a full assortment of colors; exceedingly good value, the yard, .49
- 52-inch all wool Fancy Basket Cloths, in particularly fine shades of new blues, reds, greens, browns, heliotrope, &c., &c., a very popular new fabric, The yard at 69c
- 51 1/2 yards wide all-wool English Storm Serges, in navy blues, also 50-inch all-wool English Cheviots in shades of green and plum only, very desirable fabrics, The yard, 39c
- Double-width all-wool Cambric Hair Mixtures and Fancy Novelties, in solid colors of black, brown, green, navy blue, with fine small colored dot, both lines, The yard, 29c
- 46-inch two-toned Imported Basket Suitings, in green and black, new blue and black, brown and black, purple and black, The yard, 79c
- 44-inch all-wool French Bourgettes, solid grounds of Brown, New Blue, Green and Plum, with worked over surfaces, never sold before under 80c a yard; special value, The yard, 55c
- New Things in Plaids. 38-inch French Bourgette Plaids, in black, red and black, blue and red; brown, green and black, &c., &c., worth 50c a yd., At 29c
- 40-inch New Serge Scotch Plaids, in blues and greens, reds and the various combinations, remarkably good value, The yard, 39c
- 40-inch silk bar fancy Plaids, in all the prominent colorings, The yard, 49c
- 40-inch French Velour Plaids, with silk bar, The yard, 69c
- 42 and 44 inch imported French Velour Plaids, handsome corded effects, with silk bar, special value, The yd. 98c to 1.25
- 46-inch all-wool imported, corded Armures, a high-class new, solid color weave, in exceptional shades of light blue and navy blue, new bottle green, new brown and the new army blue and gray; these high-grade fabrics were imported to sell for \$1.75 a yard; special, At 1.25



Beating the Record with the Biggest BICYCLE BARGAINS EVER MADE.

We've got about 300 '97 Model Bicycles to sell and we're going to sell 'em now—right off, by putting prices on them that'll lend 'em wings.

We need the room they take for two reasons—1st. We want to clean out our '97 models and prepare ourselves for the biggest Bicycle Campaign ever made in '98, which we'll begin with nothing but '98 models. 2d. We want the space they take up for our regular fall and holiday stocks, that imperatively demand more room. Either one of these reasons would be sufficient to impel us to sacrifice the balance of our stock of Wheels, and here's the way we're going to do it:

- We'll sell \$50.00 '97 model Dart Wheels (for men only); a strong and serviceable high-grade wheel, fully guaranteed, for... 16.50
- And a '97 model Richmond Wheel for men and a similar grade for women, listed and sold for \$75.00 each, for 25.00
- And a choice of a line of '97 model Richmond Bicycles for men and women, listed at \$100.00 and \$110.00 each, for 31.00

- Lace Curtain Specials. 75c quality Lace Curtains, the pair, only .49
- \$1.19 quality Lace Curtains, 3 1/2 yards, the pair, only .69
- \$1.69 quality Scotch Lace Curtains, the pair, only 1.25
- \$3.00 quality, all the latest designs, the pair, only 1.98
- \$5.00 quality Real Lace Curtains, the pair, only 3.98
- \$6.50 quality Real Lace Curtains, the pair, only 4.98
- \$8.98 quality Real Lace Curtains, the pair, only 6.75
- \$13.50 quality Real Lace Curtains, the pair, only 9.98
- Bargains in Rugs. We carry only the most reliable and best-known Rugs, and are satisfied with small profits and quick sales. Bromley's Reversible Smyrna Rugs. 12 ft. x 9 ft., only 12.98
- 10 ft. 6 in. x 7 ft. 6 in., only 9.98
- 9 ft. x 6 ft., only 6.98
- 7 ft. x 4 ft., only 4.98
- 4 ft. 6 in. x 2 ft. 2 in., our best quality, only 1.39
- Best Quality Japanese Rugs. 12 ft. x 9 ft., only 8.98
- 10 ft. 6 in. x 7 ft. 6 in., only 7.25
- 9 ft. x 6 ft., only 4.98
- 6 ft. x 3 ft., only 1.49

SPECIALS IN IRON BEDS.

- Complete for 6.48
- Complete for 13.98
- White Enamelled Metal Beds, like illustration, all sizes, with a good spring, soft Mattress and Feather Pillows, complete for... 6.48
- Heavy Enamelled Beds, like cut, 4 ft. 6 in. smaller sizes, 1 in. Posts, Brass Rails and Headsets; a good woven wire spring; a good, full weight hair Mattress; a pair of warranted Feather Pillows, all sizes, complete for... 13.98

A Great Millinery Surprise

is in store for those who visit our new Millinery Parlors, now located on the ground floor, corner 22d street and 6th avenue (formerly the Riker Drug Store). The assortment of new Hats shown there is immense, and includes everything that's new, stylish and pretty, in trimmed and untrimmed Hats. The surprise comes in at the prices charged—they are so exceedingly moderate, considering quality and style. Some attractive Millinery Specials for to-morrow are:

- French Felt Hats, all colors, at... 59c
- Trimmed Walking Hats, best shapes and colors, at... 69c
- Trimmed Turbans and Walking Hats, regular \$4.00 qualities, at... \$1.98
- Black Plumes, a good \$1.00 quality, at... 69c
- Black Plumes, a good 70c quality, at... 49c
- Trimmed Hats, newest shapes, in about a dozen different styles, showing the latest effects, at... \$1.98
- We direct particular attention to a line of TRIMMED HATS which includes a great variety of the latest millinery conceptions in the latest and prettiest effects, for \$10.00 each, our price for which is only... \$6.98



Stern Bros.

- To-morrow
- Lace Curtains Irish Point, \$4.75, \$6.50, \$8.00
- Marie Antoinette, \$5.00, \$6.75, \$9.50
- Lace Bed Sets Irish Point, \$5.00, \$6.50, \$8.75
- Marie Antoinette (for single beds), \$14.50, \$18.00, \$20.00
- Greatly below former prices
- Point Arabe, Renaissance and Cluny Curtain Laces. Vestibule and Sash Curtains made in their own workrooms. Estimates & designs submitted
- West 23d St.

Stern Bros.

- will offer Monday in
- Ladies' Cloak Dep'ts a choice collection of
- Paris Wraps, Capes and Coats at \$47.50 and \$65.00
- Heretofore \$60.00 to \$100.00
- Tailor-made Coats of Kerseys and Cheviots, lined with satin or taffeta silks at \$9.50, \$12.75 and \$16.50
- Very much below prevailing prices
- West 23d St.

Monday Attractions in Ladies' Wear

- at our store are not job lot garments offered for what they are worth, but bargains in the true sense of the word; High quality garments at prices greatly below their actual value.
- Ladies' Blouse Jackets in the Kerseys, in the most fashionable and desirable shades, handsomely braided, faultless in style, fully worth \$14.00. SPECIAL, \$8.75.
- Ladies' Brocade Silk Skirts in latest style and newest color-effects, lined throughout with fine percale, bound with cordure, cut of irreproachable elegance; sold elsewhere not under \$8.25. SPECIAL, \$5.98.
- Children's Reefers, made with an eye to style as much as to wear, in fancy mixed goods of excellent quality, handsomely trimmed with ribbon, with coat or Empire cape, 4 to 14 years, worth \$4.75. SPECIAL, \$3.25.
- Dress Goods comprising all of this season's novelties. BLANKETS and COMFORTABLES, HOUSEKEEPING GOODS, ETC. MEN'S, YOUTHS' and BOYS' CLOTHING. In a representative assortment at prices as low as good quality will stand. Purchases are charged without any addition to quoted prices. Entrance through Furniture Store. Open Saturdays till 9:30 P. M.
- T. KELLY, 263 6th Av., 104-106 W. 17th St., 470 Fulton St., Brooklyn.
- WHIST. ALL BOOKS ON WHIST. BRENTANO'S, 31 Union Sq.
- Millinery and Dressmaking. C. F. JARROLD, 802 Fifth Avenue. All the latest novelties for fall garments now on view. Altering and remodeling at reasonable prices.
- DRESSMAKING—High-class work; all styles; best of references; gowns or apply to M. JACKSON, "Caryl," Yorkers, N. Y.
- LADIES' skirts, re-binding, cleaning, pressing, \$1 (including "wetsets"). Write, will call. (Union Tailoring Co., 1474 Broadway, near 51st St. Suits made: \$1.00; bring material; skirts reduced; remade; jackets, waists, sleeves remodeled; reasonable rates.
- ASPARAGUS: Order Buy Asparagus, large, matured stem, no stalks, per doz., \$2.10; per can, \$1.50.
- BAKED BEANS: Boston Baked Beans, with Tomato Sauce, 3 lb. can, per doz., 80c; per can, 60c.
- PEACHES: Fresh, Coleman Flag or Hunt Brand, 5 lb. box, per doz., \$2.50; per can, \$1.50.
- Aut. Jenkins's Pancake Flour, 1 lb. bag, per doz., \$2.50; per can, \$1.50.
- Best-picked Navy Beans, Gold Dust, Corn Meal, 10 lb. bag, per 10 lbs., 25c.
- SALMON: "Hazel Brand" Canned Salmon, 1 lb. tin cans, fancy red meat, per doz., \$1.75; per can, 15c.

THE BIG STORE SIEGEL COOPER & CO. SIXTH AVE. 187A 19TH STS.

Outer Garments==

- Jackets, Capes, Russian Blouses.
- For Monday: Another of those special sales that have made our Cloak and Suit Department famous:
- LINE 1—VALUE \$10.00. Handsome silk-lined Covert Jackets, tailor-made, very jaunty and perfect fit. 7.50
- LINE 2—VALUE \$10.00. Black and Navy Kersey Jackets, satin lined, raw edged seams, a "swell" coat.
- LINE 3—VALUE \$10.00. Black and Navy Cheviot and Kersey Russian Blouses (the "correct" shape), braided handsomely and very graceful. Not a garment in the entire collection that would not be great value at \$10.00, some even worth \$20.00; Monday's choice of the entire assortment for...
- TO-MORROW—Another special offering of Ladies' Suits, a sample line of Russian Blouses, five front or light-fitting Suits, a large and varied collection of the most correct modes, waists or jackets silk lined, should really be \$20.00, Monday's choice for... 10.00
- Tailor-made cheviot and serge fly front Suits, in black and navy... 15.00
- Dress Skirts. \$4.00 Black Brilliantine and Alpaca Dress Skirts... 2.50
- \$5.00 Black Sicilian Dress Skirts... 3.99
- \$7.00 Silk Brocade Silk Dress Skirts... 4.90
- \$9.00 Magnificent Brocade Dress Skirts... 6.90
- \$3.00 Cheviot Serge Dress Skirts... 3.99

An Unusual "Special" Pricing of Ladies' Fine Waists.

- Attractive and fashionable Dress Waists in silks, satins, cashmeres, brilliantines and flannels, for to-morrow, Monday:
- Among this grand collection are new taffeta Silk Waists in black, lined, blouse effects, that should be \$5.50; special for Monday... 2.90
- New Roman stripes and plaid Waists, blouse front, bias effects, lined throughout, a regular \$7.50 grade; special for Monday... 4.75
- New Flannel Waists in the new combinations of colors, strictly all wool materials, detachable collars, value \$4.00; special for Monday... 2.00
- Extra heavy quality Brilliantine Waists, tucked front and back, blouse front, lined throughout, well worth \$6.00; special for Monday... 2.90

Trimmed Millinery.

Another special offering for Monday! These special efforts of ours have met with such wonderful appreciation that it becomes a matter of pride for us to give the greatest values possible. The lot includes, of course, only the latest and most desirable productions of the season, executed according to the correct and approved fashions, and must be seen to be accorded the appreciation they deserve, at the special price of... 9.00

In Untrimmed Millinery.

Black and colored silk velvet covered Hats, highest grade, Tam o' Shanter crowns, the newest shades and handsomest colorings; value \$3.50; for Monday only, choice at... 1.50

Magnificent Ostich Feather Amazon Plumes, in black and colors, excellent stock and all the go this season; for to-morrow, special at... 1.25

A Special Lot of Boys' Two-Garment Suits

made of well-wearing woollen materials, shades that will not show the wear and scuffs of the "dread to keep clothed lad." The small sizes have braided sailor collars, larger sizes regular D. B. Coat style, suits that would be considered excellent value elsewhere for 3.00, will be sold on Monday here for... 1.75

Suits for the Juvenile.

The small boy just wearing first trousers, how cute and natty he would look in one of our "Drexel Vestee Suits." The materials are nobby broken plaids, also plainer effects; the vestee fronts are either of plain broadcloths or of same materials, either braided or applied with combination colored materials, have plaited sleeves and deep sailor collars, braided or inserted, ages 3 to 8; positive \$5.00 values will sell on Monday for... 3.45

Buy Boys' Reefers Now.

Save money and get a good Chinchilla Reefer, either brown or blue, made with ulster collar, braided sailor collar, or velvet collar, bound or self-stitched edge, plaid wool lined, will cost \$4.00 two weeks hence in any other store, ages 4 to 10; special advance sale for Monday at... 2.75

Boys' Waists and Blouses.

Heavy Domest and Cheviot Shirtings made into Boys' Plaited Waists; also Blouses, the darker shades for school wear; nowhere on earth less than 35c; here on Monday for... 15c

Boys' School Caps.

All wool, fast colored, overlaid Scotch cap stuffs, made either golf or Eton shape, lined throughout with silk serge, positive 50c. headwear, on Monday "Special" for... 25c

An Extraordinary Sale of Men's Suits!

1,500 suits in the assortment, some of the choicest materials, made by one of the world's foremost makers of fine clothing. Nobby homespun, choice chevots, unsharpened worsteds and best grade cashmeres. The styles and patterns are the swellest; the tailoring is such as good clothes should embody; the usual \$15 suits at most shops will not compare favorably with this line. We offer them special for Monday at... 9.50

Our Great Grocery Floor

is the Home of the Hazel Brand, which we have often claimed, and as often proved, the Acme of Perfection.

One visit to "THE BIG STORE'S" Great Grocery always insures another, for there is nothing like it in all New York.

- MEAT: Armour's Boneless Hams, 8 lb. tender, per 4 lbs. 25c
- Hazel Extra Mild Cured Hams or Sugar Cured Bacon, per lb. 12c
- Soup or Stewing Meat, per lb. 6c
- Butter, 5 lb. pail, per pail 1.15
- LARD: Hazel Pure Open Kettle Rendered Lard, 5 and 10 lb. pails, per lb. 7c
- COFFEE: "Lion" Brand Coffee, 1 lb. pails, per pail 53c
- Choice Green, Black or Mixed Tea, per 5 lb. Caddy, \$1.40; per lb. 28c
- COFFEE: "Lion" Brand Coffee, 1 lb. pails, per pail 53c
- Again we call your attention to our special high grade Mocha and Java Coffee, distinguished for its rich flavor, fresh roasted daily, per 4 lb. \$1.00; per lb. 28c
- COFFEE: "Lion" Brand Coffee, 1 lb. pails, per pail 53c
- Standard Tomatoes, per dozen, 80c; per can, 10c
- ing, new pack, doz., \$1.15; per can, 13c
- PEAS: Hazel Early June Peas, 1897 pack, per doz., \$1.15; per can, 13c
- ASPARAGUS: Order Buy Asparagus, large, matured stem, no stalks, per doz., \$2.10; per can, 18c
- BAKED BEANS: Boston Baked Beans, with Tomato Sauce, 3 lb. can, per doz., 80c; per can, 60c.
- PEACHES: Fresh, Coleman Flag or Hunt Brand, 5 lb. box, per doz., \$2.50; per can, \$1.50.
- Aut. Jenkins's Pancake Flour, 1 lb. bag, per doz., \$2.50; per can, \$1.50.
- Best-picked Navy Beans, Gold Dust, Corn Meal, 10 lb. bag, per 10 lbs., 25c.
- SALMON: "Hazel Brand" Canned Salmon, 1 lb. tin cans, fancy red meat, per doz., \$1.75; per can, 15c.
- RICE: Fancy Full Head Japan Rice, 25c
- MILK: "Fern" Brand Condensed Milk, per can 53c
- BAKING POWDER: Hazel Pure Cream of Tartar Baking Powder, 1 lb. can, per can 35c
- EXTRACT: Mifflin Vanilla Extract, triple strength, 2 oz. bottle, per bottle 10c
- CELERY SALT: Celery Salt in bottles, per bottle 5c
- MUSTARD: Hazel Brand Genuine Imported English Mustard, in cans, 1/2 lb., per can 15c
- MAPLE SYRUP: "Hazel" Brand Pure Maple Syrup, 5 lb. can, per can 35c
- Honey Drip Syrup, in fancy glass jars, 1 lb. can, per can 25c
- OLIVE: Queen Olives, 10 oz. bottle, per doz., \$2.00; per bottle 9c
- French Olive Oil, per quart bottle 55c
- CORNBED: "Hazel" Brand Brand 17c
- PICKLES: "Hazel" Pickles, 18c
- bot., per doz., \$2.25; per bot. 19c
- SAUCES: Worcester Sauce, 1 lb. can, per can 17c
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- POTATOES: Fancy Long Island 5c
- Potatoes, per lb. 25c
- STARCH: "Mifflin" Brand Laundry Starch, 5 lb. box, per box 30c
- EXTRACT: Mifflin's Gold Dust, 4 lb. can, per can 17c
- pure, 1 lb. can, 60 cakes in box, per 2.25
- FISH: "Hazel Brand" Canned Salmon, 1 lb. tin cans, fancy red meat, per doz., \$1.75; per can, 15c.